

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2018 Batch) (Sem.-2)

GLOBAL SOURCING

Subject Code : M.Sc FMM-204-18

M.Code : 75999

Date of Examination : 08-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **FIVE** questions carrying **FOUR** marks each.
2. **SECTION-B** consists of **THREE** Sub-sections : **Units-I, II & III.**
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Attempt any **FOUR** questions, **ONE** from each Sub-section and fourth from any sub-section.

SECTION-A

1. Write briefly :

- a) Global sourcing is the practice of sourcing from the local market for goods and services across geopolitical boundaries.
- b) Haute couture refers to the creation of ready to wear garments.
- c) Upmarket fashion is relatively expensive and designed to appeal to affluent consumers.
- d) Quality parameter is the size characterising the quality level of certain consumer and production goods and processes leading to the production of a given good.
- e) Cost is not one of the factors affecting costing decision.

SECTION-B

UNIT-I

2. What are the legal aspects of global sourcing?
3. What is the significance of global sourcing of the UN convention on contracts for the international sale of the goods?

UNIT-II

4. What is procuring? What are the opportunities in global sourcing?
5. Write in detail about Vendor Management.

UNIT-III

6. Write short notes on- Pret line, haute couture, product gap based on demand.
7. Write about the Indian sourcing market based on parameter like quality, production facility, lead time, costs etc.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.